

Challenge Corporate Power



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HOW TO TALK ABOUT RAN

Main points:

- Environmental AND human rights group
- *Corporate* campaigns, not legislative/political/administrative (we're different)
- We win campaigns
- Direct action (demonstrations and protests, for example)
- Grassroots consumer power
- Give examples of the campaigns and targets
- Get their email (If they don't put down their email address, say, "If you include your email, we'll keep you updated as the campaign progresses").

Here are some sample pitches:

"RAN works to protect the environment and human rights by using grassroots consumer power to change the way corporations do business. For example, we are campaigning to get Weyerhaeuser, the biggest lumber company in the world, to stop clear-cutting endangered and old growth forests on Native land in Canada."

"RAN works to transform the global marketplace to protect the environment and indigenous peoples. We run hard-hitting corporate campaigns to pressure corporations to take the environment and human rights into account when doing business. We run campaigns against big banks, pressuring them to stop investing in environmentally destructive projects such as oil pipelines through pristine forests."

"RAN uses direct action and grassroots consumer power to convince corporations to change their ways to protect the environment and human rights. For example, we are pressuring the auto industry to help stop America's addiction to oil and start producing more fuel-efficient cars."

"RAN works to protect the environment and human rights through education, organizing, and non-violent direct action. We focus on transforming the global marketplace, so we campaign against multinational corporations, pressuring them to stop their destructive business practices. We have convinced some of the world's largest corporations to adopt more socially and environmentally friendly practices, including CitiBank, Home Depot, Boise, and JP Morgan Chase."

"RAN goes straight to the source of the problem to solve environmental and human rights abuses. Instead of trying to convince our government to pass laws, we work to pressure corporations to make the changes needed to make a

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difference. For example, we have directly targeted big banks like Citibank and Bank of America to convince them to adopt socially and environmentally responsible investment policies.”